

Acceptance Letter

To,
Rashmi M,

We are pleased to inform you that the research paper / article titled "**UNDERSTANDING E-COMMERCE CONSUMER PURCHASE MOTIVATIONS AND BEHAVIORS IN INDIA**" submitted by you, has been selected for publication in Volume 1 Issue 3 dated 21st March 2024, in **Airo International Journal**.

We wish you a bright research and academic prospects ahead.



Anushka Mishra
Authorized Signatory
Editorial, Airo Journals

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